x2 - ISP Opportunities for Profit

x2 is here!

U.S. Robotics is rolling out North American availability of x2 this month! (See below for specific product availability.) We are planning significant launch activities aimed at promoting x2, and driving customers to our ISP partners that have x2 POPs deployed. As an x2 Xtreme Advantage ISP, **we want your involvement, and we want to help you attract subscribers!** **Read on for Marketing offers aimed at BRINGING YOU BUSINESS!**
(Please note that the activities described in this letter are focused on North America at this time).

Why 56K? Users Would Rather Switch than Fight

The following survey information was gathered by Millward Brown, a market research firm. Customers are willing to switch ISPs to get 56 Kbps access, so U.S. Robotics is looking to help our x2 Xtreme ISPs retain existing customers and attract lots of new ones.

> Millward Brown International, an independent marketing research company, recently surveyed 501 individuals in randomly selected on-line households.
>
> The results of this survey indicate that among respondents who are "Definitely" or "Probably" likely to buy a 56K modem in the next six months, 62% would be likely to switch to another Internet Service Provider if their current ISP did not support 56K.

Marketing Programs to Bring You Customers

1. x2 Information Center
    - U.S. Robotics will be staffing and heavily promoting an x2 Information Center starting later this month. Consumers will be able to call this nationwide 800 number, staffed by live operators, to find an ISP POP near them that supports x2.
1. Connect Now web page
    - As an x2 Xtreme Advantage ISP, you are already listed on our Web page. We have developed a new “Connect Now” page where customers can find ISP POPs near them that support x2 (http://x2.usr.com/connectnow/index.html). Initially a simple list, this will transition to an automatic x2 POP locator, where a consumer can input a phone number, and find ISP POPs in his/her area that support x2.
1. Presence on Connections CD-ROM that ships with every Sportster and Courier desktop modem.
    - ISPs that participate in x2 Xtreme, and have x2 POPs up and running, can be part of the Connections CD-ROM x2 POPs locator. Millions of consumers purchase U.S. Robotics modems each quarter - this is a terrific opportunity to get your service in front of them.
1. Press release and other Public Relations support
    - As you announce your support of x2, we are ready and willing to provide a quote for your press release. Also, if you have any radio programs or local newspaper opportunities, we are willing to assist with those, and potentially jointly appear with you.
1. All of the above is in addition to the information in the introductory x2 Xtreme Welcome documents, sent to you when you signed up for x2 Xtreme.

x2 - ISP Opportunities for Profit

There are more marketing programs coming. Please watch your e-mail for further opportunities to profit with x2.

x2 - ISP Opportunities for Profit

What You Need To Do

In order to participate in these programs, we need you to do a few simple things:

1. Put the U.S. Robotics x2 logo in a prominent location on your web page. Create a hot link from the logo back to U.S. Robotics' x2 web page (http://www.usr.com/x2). This was described in the x2 Xtreme Welcome letter. x2 logos are available at http://www.usr.com/business/marketing.
2. Deploy x2 in at least 1 POP. However the more POPs you deploy, the more customers we can tell about your x2 service (see descriptions of Marketing offers above).
3. Send in ALL of the following in a single e-mail (send to Brian Nopenz at bnopenz@usr.com, 847-676-7648):
    - POPs List form as you deploy x2 POPs. This is your mechanism for telling us where you have x2 POPs deployed (and this is how we'll get your information into the x2 Information Center, Connect Now web page, and Connections CD-ROM). The form was sent to you when you signed up for x2 Xtreme, and is being re-sent now. Please send this in as you deploy POPs. Feel free to send us a form with any amount of POPs; you can always send more forms in to add more. If you have any problems with the form, please e-mail or call Brian Nopenz.
    - POPs Text form which gives us general information on your Internet Service, including a contact phone number for us to give potential customers. This form was also sent to you when you signed up for x2 Xtreme, and is now also being re-sent.
    - Company logo in the following formats (need both):
        - bmp, 300w x 100h, 256 color (8-bit)
    - jpeg or gif, 300w x 100h, 256 color (8-bit)

Should you have any questions regarding the information requested by U.S. Robotics or the marketing opportunities, please call Brian Nopenz at (847) 676-7648, or e-mail at bnopenz@usr.com

Special x2 Offers

With these special offers, we're making it easier for ISPs to purchase U.S. Robotics equipment to support x2. Contact a USR sales rep for details (1-800-USR-CORP).

- *Get x2 Access* - Special Prices on Total Control Enterprise Network Hub products
    - Extremely low per port pricing!
    - Special ½ chassis pricing for a lower cost of entry
- Instant Rebates on NETServer 8/16 I-modem and Modem Pool 8/16 I-modem products.
    - Rebate amounts as follows (instant from distributor - no paperwork is necessary).

        NETServer/8 I-modem (001212-0) - $1600
        NETServer/16 I-modem (001213-0) - $1800
        MP/8 I-modem (001218-0) - $1600
        MP/16 I-modem (001219-0) - $2200

NETServer /8 and /16 I-modem are complete remote access servers with integrated ISDN terminal adapters, NT-1 devices, and analog modems that support x2. One end of these products connects to an ISDN BRI line, and the other end to an Ethernet LAN. These are excellent solutions to begin x2 deployment in smaller POPs, or for mid-sized or regional ISPs.

Modem Pool /8 and /16 I-modem products can be used to front-end existing terminal servers. With the MP /8 and /16 I-modem, an ISP can implement x2

without changing an existing terminal server infrastructure. These products connect to ISDN BRI lines and support ISDN, x2, and V.34.

x2 - ISP Opportunities for Profit

x2 Requirements

Here is a reminder on what is required to implement x2:

1. x2 support on both ends of the connection.
    - Your customer must have an x2 capable modem (i.e. Sportster, Courier).
    - The customer must be dialing into an x2 capable remote access server or modem pool (i.e. Total Control Enterprise Network Hub, NETServer I-modem, Modem Pool I-modem).
1. Your (ISP) end of the connection must be digital:
    - Via an ISDN PRI (Primary Rate Interface) or ISDN BRI (Basic Rate Interface) --or--
    - Via a “trunk-side” T1 line. Some T1 lines may be “line-side,” and are therefore put through additional analog-to-digital conversions by the phone company. If you have a T1 line, ensure that it is trunk side.

Please see the x2 White Paper in the x2 Technology section of our x2 web page (www.usr.com/x2) for the details about x2.

Availability

Here is our current North American availability schedule. As with any major launch involving many products, these dates are subject to change. For the latest information on x2 upgrades, please check the “x2 Upgrades” page of the U.S. Robotics x2 web site (http://x2.usr.com/upgrades/index.html).

- Total Control Enterprise Network Hub: x2 upgrades available 3/6/97 (Fully integrated remote access server supporting multiple T1 or ISDN PRI lines. NETServer upgrades available 3/6/97, EdgeServer upgrades available later this month - see the web page for details)
- NETServer 8/16 I-modem: x2 upgrades available 3/14/97 (Mid-range 8 or 16 port remote access server that supports ISDN, x2, and V.34)
- Modem Pool 8/16 I-modem: x2 upgrades available 3/14/97 (8 and 16 port modem pools that can x2-enable your network without changing the terminal server infrastructure)
- Courier I-modem: upgrades available 3/7/97
- Courier analog modems: Shipping now. Upgrades available now(check web site).
- Sportster x2 modems: Shipping now, on store shelves. Upgrades not yet available.